Munich Creative Business Week 2018
Expansion of collaboration with Internationale Handwerksmesse (IHM): March 7 to 13, 2018

+++ Design Spirit – workplaces and products of tomorrow
+++ 20 innovative young labels to present their future projects
+++ Perfect combination of design, technology and craftsmanship

Munich, February 20, 2018 | Following two successful, collaborative years, bayern design, organiser of Munich Creative Business Week (MCBW), and Internationale Handwerksmesse (IHM) will expand their cooperation in 2018 and present “Design Spirit”. The exhibition will showcase innovative projects for the lives and workplaces of tomorrow. On over 800 sq m, visitors can gain insights into cutting-edge developments and future manufacturing technologies of various creative professions, design industries, crafts, manufacturing processes and the organisation of workspaces.

As in previous years, Germany’s leading trade fair for skilled craft trades, Internationale Handwerksmesse (IHM), will be held at the fair grounds of München Messe at almost the same time as Germany’s largest design event. This year’s exhibition “Design Spirit” will celebrate the perfect synergy of design and skilled crafts, especially with regards to digital challenges. With young labels presenting exceptional, surprising designs, interactive stations with participatory activities and offices and workplaces featuring relevant solutions for communication, the fair’s exhibition promotes the exchange of ideas and invites its visitors to give things a try while going for a little shopping tour.

“Design Spirit” will also show the future workplaces of skilled crafts in a new light – with digitally controlled manufacturing at its core. With new technologies, ever-faster communication and increasing office hours also being an issue in the fields of crafts, companies had to redirect their focus. To remain competitive, they need to increasingly focus on the demands of individual clients and offer tailor-made, high-quality designs demonstrating the unique skills of their respective craft. The exhibition presents pioneering ideas that illustrate the value resulting from the perfect synergy of design and skilled crafts with regards to actively designing a future worth living.

This year’s theme of Internationale Handwerksmesse 2018 (IHM) perfectly illustrates the future of design and skilled crafts: “Skilled crafts. The next generation. We will show you the future.” Digitalised design and manufacturing combined with online communication and distribution channels will be the entrepreneurial key to future success. Based on outstanding design and high-quality crafts, this business model offers completely new market opportunities.
Design Spirit – Workplaces of Tomorrow – highlights of the exhibition

Young labels
Our workplaces are changing incredibly fast; the potential of digitalisation is seemingly limitless. Young labels of various industries will present surprising designs that introduce new manufacturing processes and distribution channels delighting experts and users alike. A selection of theses market-ready products are already available for purchase on the market.
+++ MYO – design kits to design your own individual lamp
+++ form.bar by okinlab – tailor-made designer furniture that can be designed online
+++ StoneFlower – 3D printing for ceramics

Interactive participatory stations for visitors – putting trends to the test
Visitors to the fair can design their own products and have them manufactured by digitally controlled machines. The technologies on display illustrate the many possible uses with regards to carrying out even small-scale projects.

MakerSpace
One of this year’s exhibits will feature MakerSpace by TUM. Offering a unique infrastructure to turn ideas and innovations into prototypes or small series, it features a high-tech workshop open to the public. With floorspace of 1,500 sq m, this workshop is one of a kind in Europe. It offers engineers, architects, designers and manufacturers access to high-quality machinery, tools and software.

FabLab München e. V.
The interactive station of FabLab München e. V. invites the visitors of the exhibition “Design Spirit” to participate and gain new experiences. Visitors can partake in a broad range of activities at the interactive interface including creating their own designs at a computer, which can then be cut out by laser. They can also learn all about 3D print technologies and give them a try. FabLab is a high-tech workshop open to all, offering members of the DIY and maker culture access to modern manufacturing machinery such as laser cutters, 3D printers or CNC cutters.

Office spaces and communication – from workshops to offices
Nurus – exclusive outfitter of offices and communication areas
With people at its heart, Nurus focusses on their needs when developing products and defining its corporate mission. Nurus makes a considerable difference with regards to better, more mobile and flexible workplaces of today and tomorrow. Aesthetics, ergonomics and sustainability are at the core of every single design. Offering smart solutions such as flexible charging stations for mobile devices, this company is leading the way into the future.
Orea - Office spaces and areas to relax
Orea specialises in quality of the highest order, be it for traditional kitchens of private homes or office elements catering to the new requirements of "modern office planning 4.0". These hand-made, Swiss products impress with outstanding quality, excellent design and timeless elegance. High-quality materials, subtle colours and clear lines are combined to create elegant ensembles.

Opening hours exhibition at Messe München, Entrance West,
Daily, March 7 to 13, 2018, 9.30 am to 6 pm

About MCBW:
MCBW is organized by bayern design GmbH with the support of the Bavarian Ministry of Economic Affairs and Media, Energy and Technology as well as the state capital Munich. MCBW was founded in collaboration with our partner if International Forum Design GmbH. Other main partners of MCBW include BMW Group, Steelcase and Microsoft.

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